



# Sense of "Love for Indonesian Products" due to "Fear of Missing Out": Patriotism on Shoe Product Choice Ventela vs Converse

Rolan Mart Sasongko<sup>1\*</sup>, Yudhistira Saraswati<sup>2</sup>, Hafidh Rifky Adiyatna<sup>3</sup>

\*Corresponding author email: [rolan.mart@upnyk.ac.id](mailto:rolan.mart@upnyk.ac.id)

National Development University Veteran Yogyakarta, Yogyakarta, Indonesia

**Abstract.** The waning sense of patriotism among today's youth has prompted the author to investigate the importance of patriotism and the prevalent fear of missing out (FoMO) experienced by young individuals. This study aims to explore how modern youths, specifically Generation Z students at UPN "Veteran" Yogyakarta, perceive and intend to purchase domestic products when presented with alternatives from global brands. Participants in this study were asked to make immediate comparisons between the two shoes and then complete a written questionnaire. Structural equation modeling was employed to examine the relationships between variables. The findings show that patriotism and FoMO have a considerable impact on purchase intention, but FoMO does not act as a mediating factor in this relationship. These findings provide valuable insights for policymakers and practitioners seeking to develop effective strategies that capitalize on the FoMO phenomenon to enhance young individuals' sense of patriotism and encourage the purchase of domestic products.

**Keywords:** patriotism, FoMO, purchase intention, Gen-Z

## 1 Introduction

In today's increasingly globalized world, the fading sense of love for one's country among young people is a concerning phenomenon [1]. This is evident in their preference for foreign products over domestically made ones. Concurrently, the rise of the fear of missing out (FoMO) among young individuals in various domains, fueled by the rapid development of information technology, has become a prevalent concern. Understanding the relationship between patriotism and FoMO and their impact on the intention to purchase domestically made products is essential in addressing this issue for maintaining a sense of patriotism.

This article highlights the phenomenon of FoMO, as it related to the modern youths generation who are significantly impacted by the widespread prevalence of FoMO, which is likely attributed to the swift advancements in knowledge and information technology. However, there is still a limited amount of scientific study that examines the effects of FoMO [2].

The aim of this research is to investigate the influence of the Fear of Missing Out (FoMO) phenomenon on consumer behavior, specifically in the context of choosing between foreign and domestic products. By examining the effect of FoMO on consumer tendencies, we intend to shed light on whether individuals experiencing FoMO are more inclined to select foreign products over domestic ones. Furthermore, we aim to evaluate how FoMO impacts the sense of love for the country, considering it as a potential form of national defense in consumers.

Additionally, our research seeks to explore marketing strategies that can help mitigate the negative impact of FoMO while capitalizing on its potential as a driver of the national economy.

By understanding how to overcome the negative effects of FoMO with foster a stronger sense of national pride among modern youths, we can develop effective strategies that not only address consumer behavior but also contribute to the growth of the national economy. Ultimately, our goal is to contribute to the development of knowledge in the field of marketing and consumer behavior in Indonesia.

Furthermore, we aim to provide practical recommendations for the industry to manage the impact of FoMO on consumer behavior and enhance the competitiveness of domestic products. By offering insights and suggestions for the industry and encourage the support and preference for domestically made products, our research can help guide decision-making and improve the overall market dynamics while contributing to the development and prosperity of our nation.

## 2 Literature Review

### 2.1 Patriotism

In order to establish a comprehensive framework of terminology within this study, the author employs the term "patriotism" as a comprehensive concept that encompasses the notions of love for one's country, nationalism, and patriotism. According to the Kamus Besar Bahasa Indonesia (KBBI) as cited in the Kompas newspaper in 2022, patriotism can be defined as an emotional sentiment that originates from the innermost depths of a citizen's heart, directed towards their nation. This sentiment encompasses a range of emotions such as pride, a sense of belonging, appreciation, respect, and loyalty towards one's nation of residence [3]. The action of individuals in defending, maintaining, and protecting their country from various threats and disturbances reflects a strong feeling of patriotism [4]. This conduct can also manifest through a willingness to make sacrifices for the betterment of the nation and country, as well as a deep appreciation for the preservation of the customs and culture of the country, for instance, by buying domestically made products [5]. Patriotism encompasses sentiments of loyalty, concern, and profound admiration for the language, customs, and traditions of one's nation.

On this basis of this discussion, we conclude that purchase intention is triggered by patriotism. Hence, we posit;

**H1:** Patriotism has a positive and significant effect on purchase intention.

### 2.2 FoMO

Based on Sasongko's research on the phenomenon of FoMO, Gupta & Sharma [6] provide a definition of the idea that aligns most closely with the definition of "fear of missing out" as outlined by the American Marketing Association (AMA) in 2013. The term "Fear of Missing Out" (FoMO) emerged within the academic discourse around 2010, primarily employed to characterize a phenomenon predominantly observed within the context of social networking platforms. The phenomenon known as FoMO, or fear of missing out, can be understood as a two-stage process. Initially, individuals experience a fear of losing something valuable, which subsequently leads to engaging in obsessive behaviors aimed at preserving the perceived loss [6].

In 2013, [7] conducted research that proposed that FoMO, or the Fear of Missing Out, might be conceptualized as a detrimental affective condition that emerges due to unfulfilled social connections. FoMO is elucidated as a phenomenon characterized by the adverse impact of

unfulfilled social needs, akin to theories concerning the deleterious emotional consequences of social interactions. The Fear of Missing Out (FoMO) is a psychological phenomenon that emerged as a subject of extensive investigation around the year 2010.

In modern day business practices, enterprises are actively addressing consumer behavior that is influenced by the Fear of Missing Out (FoMO) phenomenon. This is achieved through the growing utilization of social media platforms as a strategic instrument for diverse marketing endeavors, encompassing branding initiatives, market research endeavors, customer relationship management strategies, service-providing approaches, and sales promotion tactics. Nevertheless, numerous companies have yet to integrate social media into their marketing strategies, despite a substantial body of research that presents empirical evidence supporting the advantages of social media utilization for companies. Additionally, this research elucidates the methods by which social media marketing strategies can be enhanced and effectively employed [8]. The findings of the study conducted by [9] indicate that there are still organizations that possess limited comprehension of the advantages associated with incorporating social media into their marketing strategies. Hence, we posit that;

**H2:** FoMO has a positive and significant effect on purchase intention.

### 2.3 Purchase intention

Purchase intention refers to a consumer's propensity to purchase a specific good under specific circumstances [10] and "frequently used to forecast sales of existing products and services" as well as the sales potential for new products [11]. The concept of purchase intention is frequently employed as a predictive mechanism for determining consumers' purchasing behavior. Purchase intention is typically associated with consumers' perceptions, behaviors, and interests. During the transition from buy intention to purchase decisions, it is possible that these intents may not materialize into actual purchases. The purchase intention of consumers can be subject to modification as a result of various factors, including but not limited to the price, product quality, and perceived value. In addition, it should be noted that customers are subject to both internal and external motives throughout the process [10].

According to the findings of [12], consumer purchase intentions are influenced by three distinct elements. These components can be categorized as internal factors, which encompass perceived value; extrinsic factors, which encompass shop image, visual merchandising, and in-store advertising; and consumer factors, which encompass attitude and trust. [13] conducted a study examining the impact of attitudes on purchase intention. Their findings suggest that the intent to purchase green products is favorably influenced by individuals' attitudes about buying such products and their altruistic tendencies towards the product. There is a positive correlation between consumer attitudes towards functional food products and their purchase intentions, indicating that higher levels of favorable views are associated with increased buy intentions.

Based on [14], the concept of buying intention pertains to the probability of customers intending or endeavoring to purchase specific items or services in the future. This refers to the potential for consumers to contemplate making a purchase or their decision to repurchase a particular product. Hence, patriotism will affect FoMO's willingness to purchase products. Accordingly, we posit that;

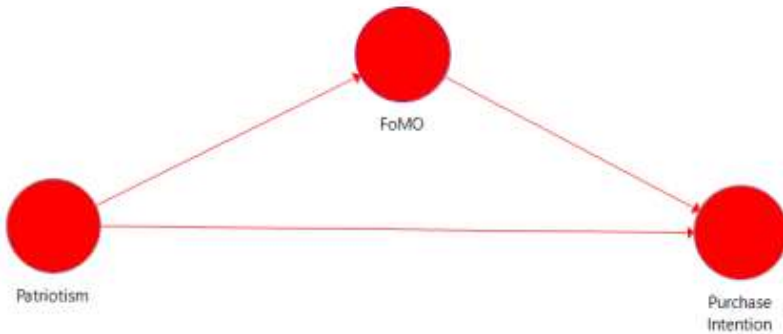
**H3:** Patriotism has a significant positive impact on FoMO.

### 2.4 The mediating impact of FoMO on the link between patriotism and purchase intention

The urge to constantly stay connected to what others are doing and the fear of missing out are both characterized by people's fear of detachment [15]. According to Kang et al., FoMO is perceived as a social phenomenon inside the realm of consumer activity, which engenders a sense of detachment from one's present experiences. Individuals who find themselves socially isolated may encounter feelings of worry, which in turn may heighten their inclination to copy and conform to the actions of others. This imitation behavior can extend to the selection of products or brands ([6]. FoMO, or the Fear of Missing Out, has a significant impact on the consumer behavior through motivating purchases [17]. Hence, we contend that the contemporary youth's heightened susceptibility to the Fear of Missing Out (FoMO) exerts an impact on their degree of engagement with a brand. The consideration of brand participation is crucial in assessing the level of consumer interest in a particular product category over a sustained period. Consumer category relevance refers to the enduring perceptions of consumers regarding the significance of a certain product category. These perceptions are influenced by the consumers' inherent requirements, values, and interests. Accordingly, we posit that;

**H4:**FoMO mediates the relationship between patriotism and purchase intention.

Considering the concepts from above as a foundation, Figure 1 shows the conceptual model for this investigation. Depending on the model, the relationship between patriotism and buy intention is supposed to be mediated by FoMO, with patriotism being set as an antecedent of purchase intention.



**Fig. 1.** Variables relation

### 3 Research Methods

The present study seeks to provide questionnaires to undergraduate students at UPNYK who represent the contemporary young population, to investigate their perspectives and behaviors. The data that has been gathered will be subjected to analysis through the utilization

of Structural Equation Modeling (SEM). The objective of this study is to investigate the impact of Fear of Missing Out (FoMO) on consumer behavior in Indonesia, with a particular focus on its influence on the sense of patriotism towards the country. This research is anticipated to yield practical advantages for the industrial sector, particularly in the field of marketing, and make a significant contribution to the advancement of scientific knowledge.

The data for this study was obtained over the period spanning from the 17th of April 2023 to July 3rd, 2023. A convenient sampling method was employed to reach a total of 140 respondents. However, a total of 40 questionnaires were eliminated from the study due to respondents' answers not meeting the research conditions. Therefore, a total of 100 valid questionnaires were utilized for the purpose of data analysis.

A structured-online questionnaire including four parts (i.e., patriotism, FoMO, and purchase intention) was used to test the theoretical model of the study. The questionnaire used for the study was created based on the relevant literature (See Appendix A). As a result, all of the scales utilized in this study were adapted from already-existing scales. The five items used to gauge patriotism were borrowed from Čvirik (2021) [18] and Zhai et al (2023) [19]. The five questions used to gauge FoMO were modified from Good & Hyman [20] work. To measure purchase intention, eight items from were used and altered.

**Table 1.** Operationalization of Variable Construct

Construct	Operationalization	Source
Patriotism	<ol style="list-style-type: none"> <li>1. I believe that buying domestically made products is a way to show patriotism.</li> <li>2. I think that using domestically made products is related to a sense of national pride.</li> <li>3. I believe that using domestically made products is a way to show my patriotism.</li> <li>4. I believe that using domestically made products is a way to show pride in my country.</li> <li>5. I think that using domestically made products is a necessary act of patriotism.</li> </ol>	[18,19]
FoMO	<ol style="list-style-type: none"> <li>1. I will worry my friends are doing more rewarding things than me.</li> <li>2. I will feel concerned that my friends are having more things without me.</li> <li>3. I will feel sorry that I didn't do what friends do</li> <li>4. I will feel anxious about</li> </ol>	[20]

	<p>not buying what my friends buy</p> <p>5. I will feel bothered that I missed an opportunity to buy what my friends buy.</p>	
Purchase Intention	<p>1. I plan to buy domestically made products in the future</p> <p>2. I try to buy domestically made products in the future</p> <p>3. I am willing to pay for domestically made products</p>	[21]

## 4 Result and Discussion

### 4.1 Result

**Table 2.** Cronbach's coefficient alpha and composite reliability values research variable

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
FOMO	0.962	0.963	0.971	0.869
IB	0.958	1.052	0.971	0.919
NAT	0.964	0.966	0.972	0.873

Source: processed data, 2023

The results of the discriminant validity test in Table 1 show that the indicators really reflect the variables that represent them as indicated by the AVE square root value for each latent variable is greater than the correlation value between the latent variable and other latent variables. In addition, Cronbach's Coefficient Alpha values are greater than 0.7 for all variables and the Composite Reliability (CR) value is greater than 0.7 showing that all variables in this study are reliable.

**Table 3.** Cronbach's coefficient alpha and composite reliability values research variable

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
FOMO -> IB	0.337	0.071	0.113	2.713	0.007
NAT -> FO...	0.320	0.342	0.110	2.916	0.351
NAT -> IB	0.322	0.337	0.131	2.771	0.006

Source: processed data, 2023

For the first hypothesis, patriotism has a positive and significant effect on purchase intention. The findings revealed that patriotism had a positive and significant effect on purchase intention, with a path coefficient value of 0.322 (positive) and a p-value of 0.006 (significant). Purchase intention rises in direct proportion to the level of patriotism. As a result, H1 is accepted.

For the second hypothesis, FoMO has a positive and significant effect on purchase intention. The findings revealed that FoMO had a positive and significant effect on purchase intention, with a path coefficient value of 0.337 (positive) and a p-value of 0.007 (significant). Respondent who have experienced FoMO are more likely to having intention to purchase. As a result, H2 is accepted.

For the third hypothesis, patriotism has a positive and significant effect on FoMO. The findings revealed that patriotism had a positive and but the effect is not significant, with a path coefficient value of 0.320 (positive) and a p-value of 0.351 (not significant). As a result, H3 is not accepted.

**Table 4.** Mediating research variable

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
NAT -> FoMO -> IB	0.024	0.022	0.042	0.564	0.573

Source: processed data, 2023

Based on the mediation test results in Table 3, it is known that the indirect effect of patriotism on purchase intention, through FoMO is 0.024 (Original Sample column). It is known that the value of P-Values = 0.573 < 0.05, it is concluded that FoMO does not mediate the relationship between patriotism and purchase intention that fell short of what the author had anticipated in 4<sup>th</sup> hypotheses.

## 4.2 Discussion

Based on the results of smart PLS analysis, it shows that patriotism and FoMO factors have a positive effect on customer purchase intention on domestically made products. The results show that to enhance the sense of love for the country, which is shown by purchasing domestically made products, can be done by increasing the sense of patriotism of citizens. In addition, by forming people's FoMO feelings towards local products, it will also increase customer purchase intention which is shown in the result of the first and second hypotheses.

In regard to the third hypotheses that were rejected, the results indicate that patriotism does have a positive impact on the fear of missing out (FoMO). Our findings revealed that patriotism does indeed contribute to FoMO, but unfortunately, the effect is not statistically significant. This means that although there is a positive relationship between patriotism and FoMO, it is not strong enough to be considered significant. This result is quite disappointing as we had hoped to support the idea that patriotism plays a significant role in shaping our fear of missing out. However, our data suggests otherwise. The path coefficient value of 0.320 shows that there is indeed a positive effect, but with a p-value of 0.351, we cannot confidently say that this effect is statistically significant.

With the results at hand, we must conclude that the third hypothesis, which stated that patriotism has a positive and significant effect on FoMO, is not supported by our findings. It is

disheartening to realize that patriotism, although influential, does not hold enough weight to significantly impact our fear of missing out. These results highlight the complexities of the relationship between patriotism and FoMO. While it is clear that there is some level of influence, further research is needed to fully understand the extent of this relationship. It is important for future studies to explore other potential factors that may contribute to the fear of missing out, in order to gain a more comprehensive understanding of this phenomenon.

## 5 Conclusions

In conclusion, the results of our study suggest that while patriotism may have some influence on FoMO, its impact is not statistically significant. These findings challenge our initial hypothesis and highlight the importance of further investigation in this field. It is crucial to understand the factors that contribute to FoMO in today's society, as it can assist individuals in managing the constant pressures of social media and the fear of missing out on significant experiences. Therefore, future research should delve deeper into the various variables that influence FoMO and explore other potential factors that may have a stronger association with this phenomenon. By gaining a comprehensive understanding of FoMO, researchers and practitioners can develop effective strategies to help individuals cope with its negative effects and promote healthier social media behaviors.

### Recommendation

Due to our limitations in the use of respondents, while there is very few previous studies on the topic we raised. This fact shows that the research topic, namely patriotism and FoMO, is a very interesting study material for further research. We also hope that companies and marketers are able to utilize the sense of patriotism and FoMO that arises in many young modern consumers as a marketing strategy to increase sales of their products while increasing the sense of patriotism in the soul of consumers.

Based on our analysis and findings, we highly recommend further exploration of the research topic we have raised, which focuses on the relationship between patriotism and FoMO (Fear of Missing Out). Despite the limited availability of previous studies on this particular subject, it is evident that this research area holds significant potential for investigation. The scarcity of existing studies indicates that there is a gap in the literature regarding the correlation between patriotism and FoMO. This gap presents an exciting opportunity for future research to delve deeper into the complexities of these two concepts and their interplay.

Furthermore, we believe that businesses and marketers could benefit from leveraging the emotions of patriotism and FoMO in today's young and modern consumer market. By understanding how these sentiments influence consumer behavior, companies can develop effective marketing strategies that not only boost sales but also foster a sense of national pride among consumers. In conclusion, we encourage scholars and researchers to undertake further studies on the topic of patriotism and FoMO. By exploring this relationship in more depth, we can gain valuable insights into the psychological and behavioral aspects of individuals, as well as how these factors can be harnessed for both academic and practical purposes.

### Acknowledgements



Researchers would like to thank the LPPM Universitas Pembangunan Nasional "Veteran" Yogyakarta which has provided financial support in this research process. We would also like to thank M1 and M2 for their help in finding research data for this study.

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